

5'-CCGGGGGTCTGGAAGCCACAAGTAAACACACATCCCCCTCCTGACTATGCAATTTACTA
 GAGGATGTGGTGGAAAACCATTATTGATATTAAAACAAATAGGCTTGGATGGAGTAGGATGCAAGCT
 CCCCAGGAAAGTTAAGATAAAACCTGAGACTAAAGGGTGTAAAGAGTGGCAGCCTAGGGATTTATC
 CGGACTCCGGGGAGGGGCAGAGTCACCAGCCTGCATTAGGGATTCTCGAGGAAAGTGTGAGA
AP-2
 ACGGCTGCAGGCAACCCAGGCGTCCCCGGCGCTAGGAGGGACGACCCAGGCCTGCGAAGAGAGGGAGAA
 AGTGAAGCTGGAGTTGCCACTCCAGACTTCGTTGAATGCAGTTGGAGGGGGCAGCTGGAGCGCG
CCAAT box
 CTTGCTCCCAATCACAGGAGGAGGAGGTGGAGGAGGGCTGCTTGAGGAGTATAAGAATGAAGT
 TGTGAAGCTGAGATTCCCTCCATTGGGACCGGAGAAACCAGGGAGCCCCCGGGCAGCCGCGCCCC
▲+1
 TTCCCACGGGCCCTTACTGCGCCGCGCCGGCCCCACC-3'

HER2/neu Promoter Elements

TATA: TBP/TFIID

Ets: ESX, perhaps also PEA3, ERM

CCAAT box: NF-Y (also called CP1, CBF, EFL)

Fig. 1A

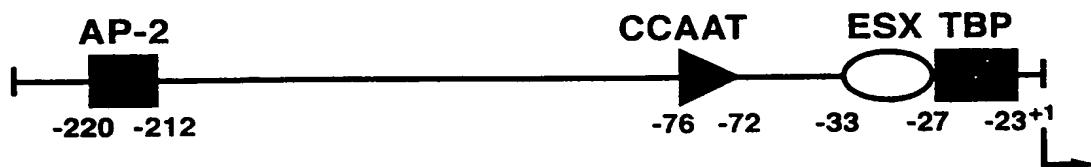


Fig. 1B

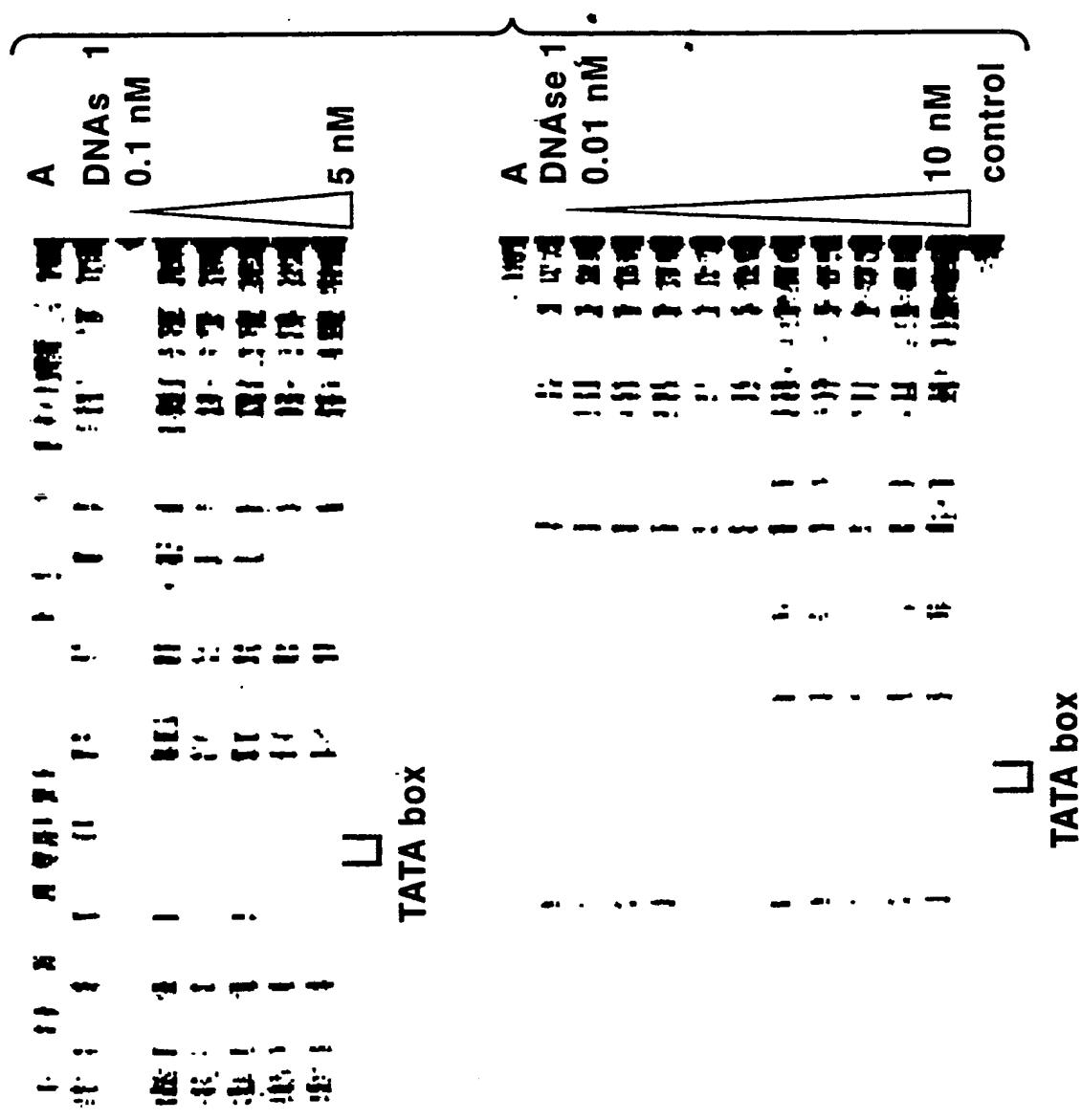


Fig. 2A

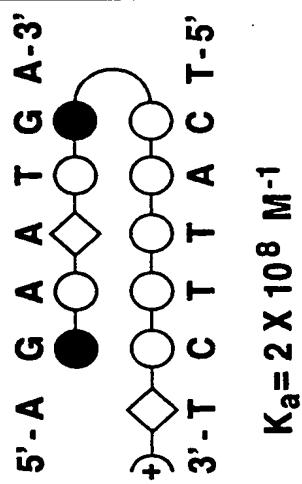
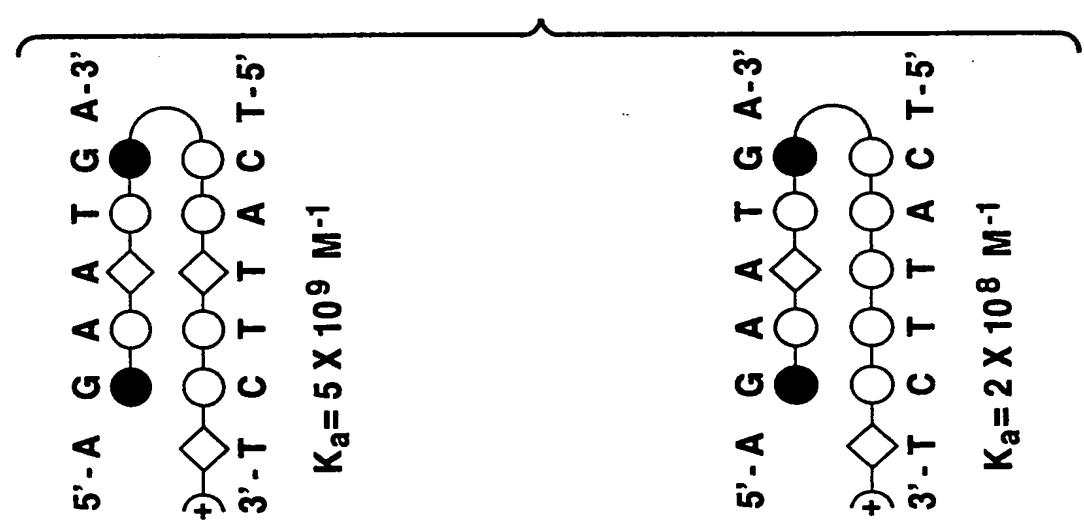
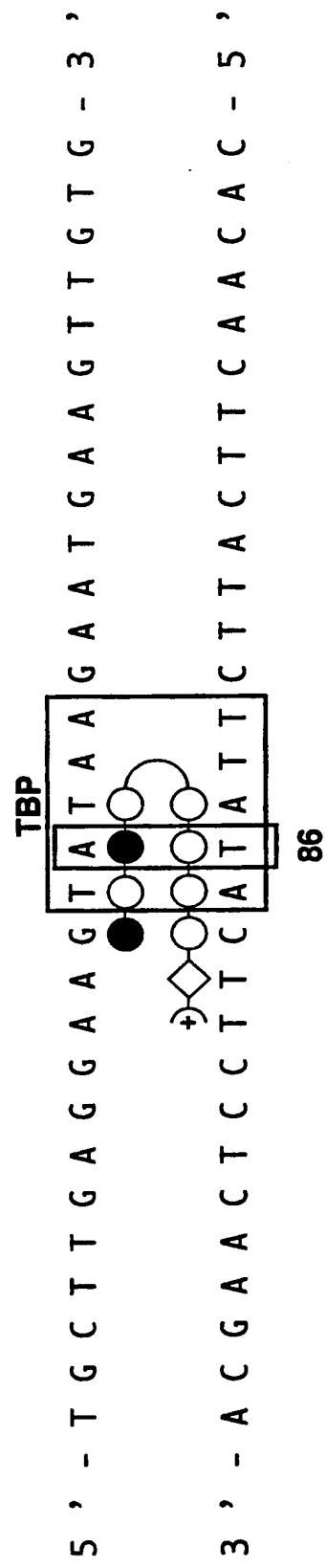
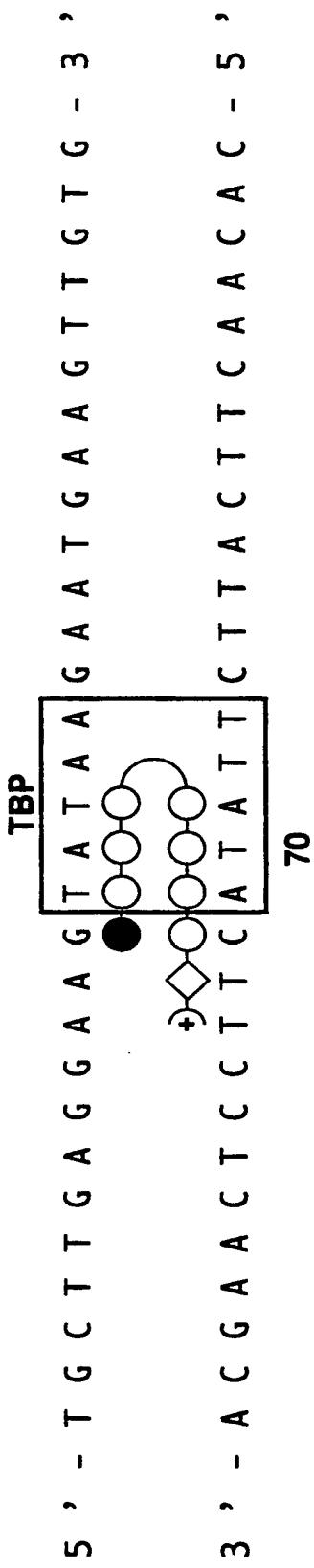
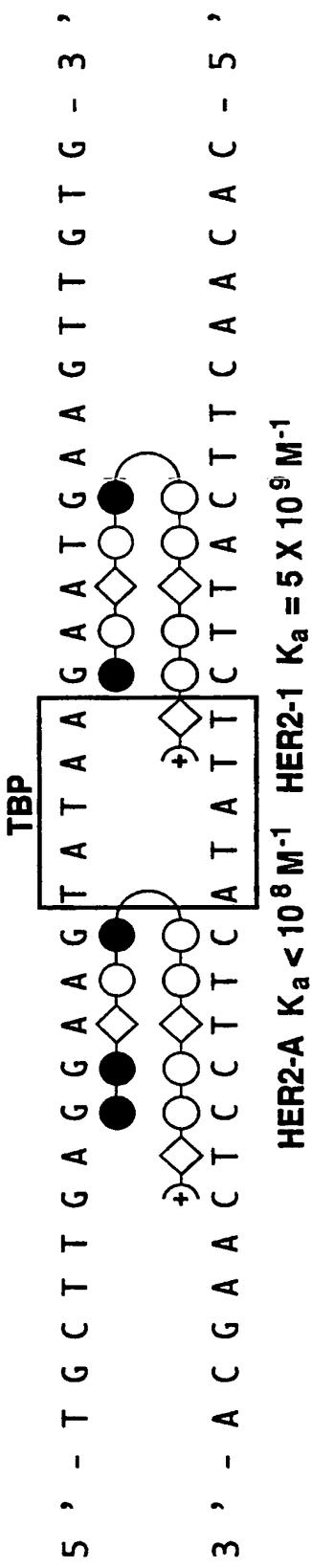


Fig. 2B

**Fig. 3**

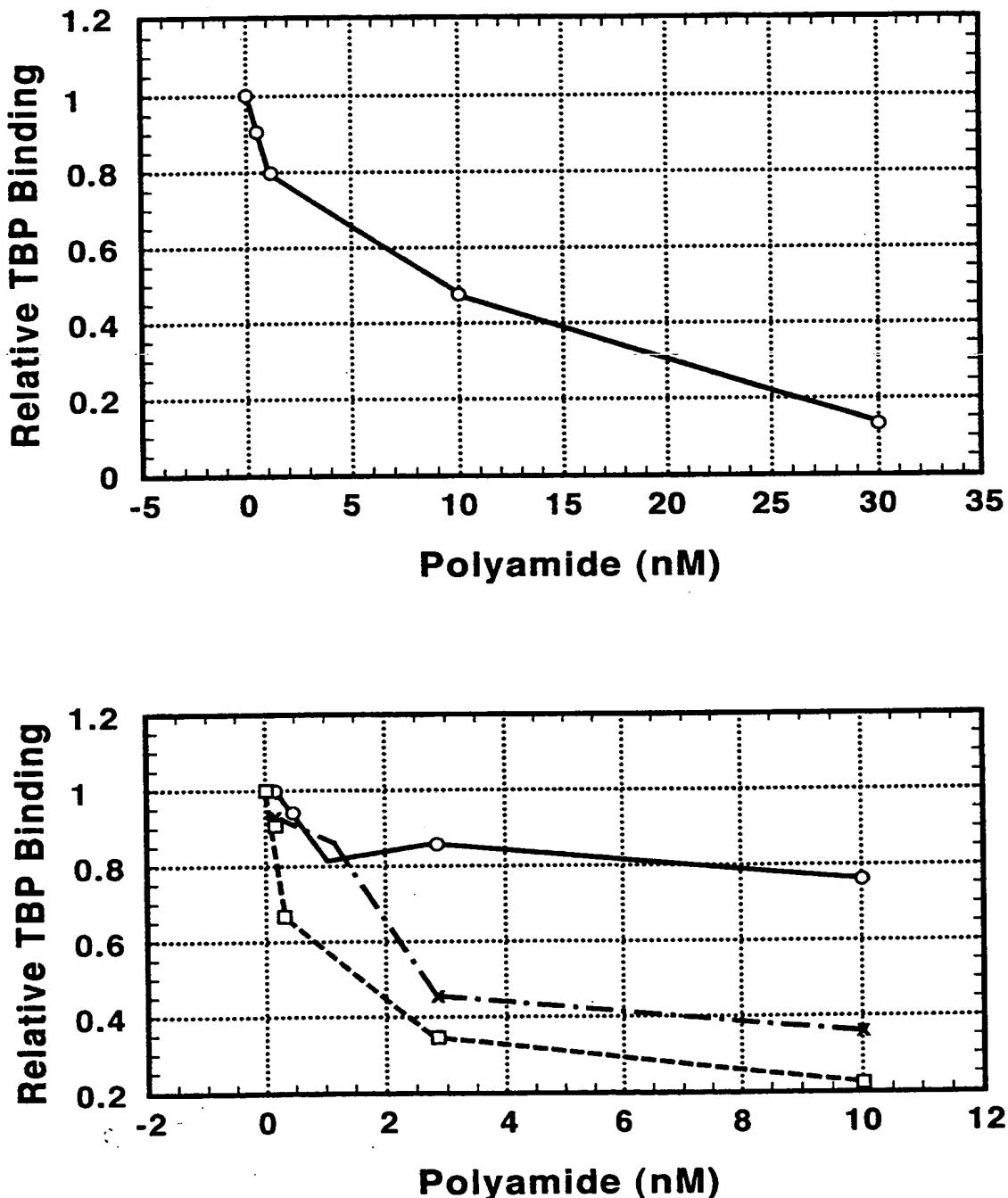


Fig. 4

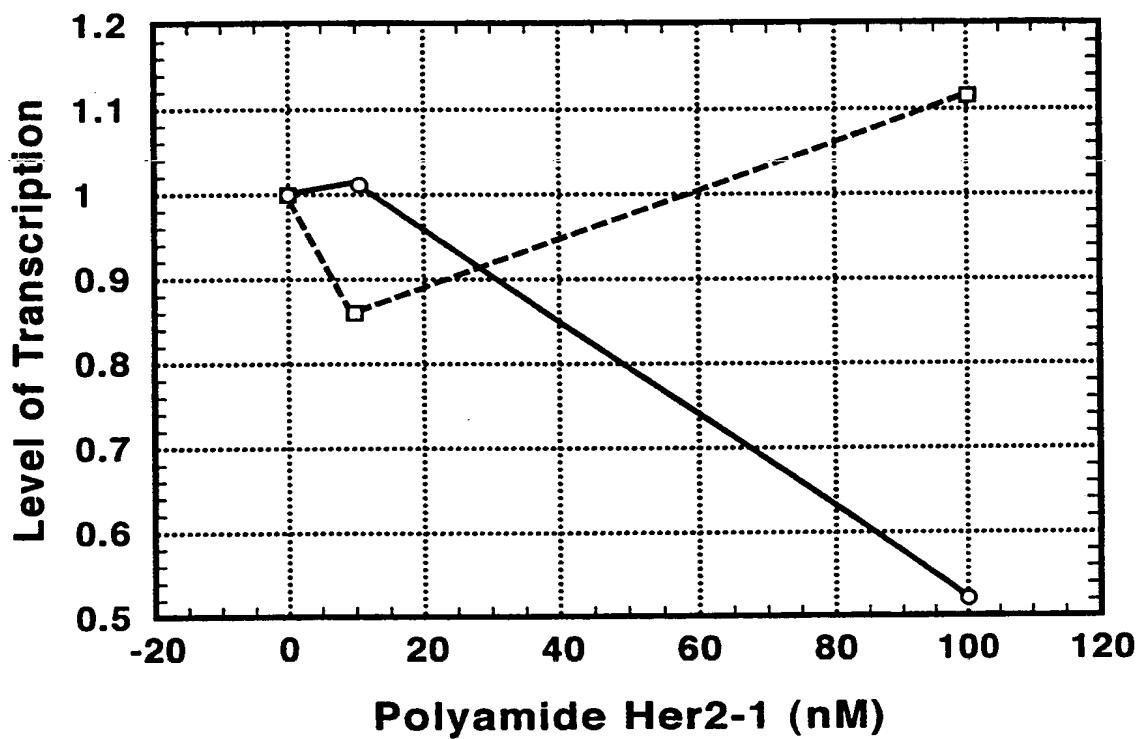


Fig. 5

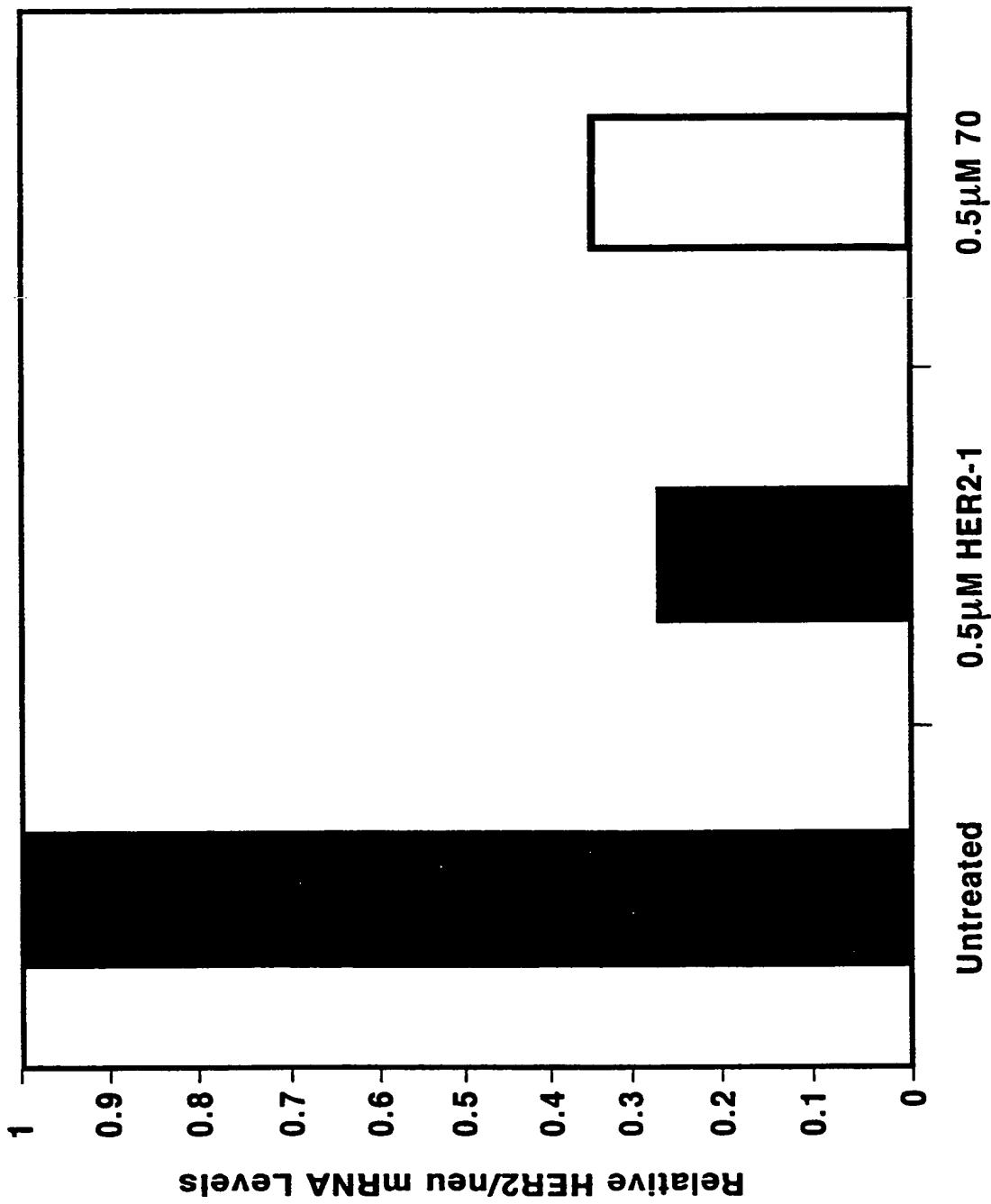


Fig. 6